

Rep Order# 9803220
EC'd No

Ver# 3 Status Revised

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

54476
Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	5A-530A	GD MRN CINN@5	:30	\$725.00	10/02-10/02	1 P2	1	1	\$725.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*2	M	5A-530A	GD MRN CINN@5	:30	\$725.00	10/08-10/08	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 More than 2 codes changed								
	*3	TH	530A-6A	GD MRN CIN@530	:30	\$850.00	10/04-10/04	1 P2	1	1	\$850.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*4	W	6A-630A	GD MRN CINN@6	:30	\$1,000.00	10/03-10/03	1 P2	1	1	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*5	F	6A-630A	GD MRN CINN@6	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*6	TU	630A-7A	GD MRN CINN@6	:30	\$1,000.00	10/02-10/02	1	1	1	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

Rep Order# 9803220 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*7	M	630A-7A	GD MRN CINN@6	:30	\$1,000.00	10/08-10/08	1	P2 1	1	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*8	W	7A-730A	CBS THS MRNG-1	:30	\$700.00	10/03-10/03	1	P2 1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*9	F	7A-730A	CBS THS MRNG-1	:30	\$700.00	10/05-10/05	1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*10	TU	730A-8A	CBS THS MRNG-2	:30	\$700.00	10/02-10/02	1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*11	TH	730A-8A	CBS THS MRNG-2	:30	\$700.00	10/04-10/04	1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*12	TU	830A-9A	CBS THS MRNG-2	:30	\$700.00	10/02-10/02	1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*13	W	9A-10A	DOCTORS	:30	\$450.00	10/03-10/03	1	P2 1	1	\$450.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*14	TH	10A-11A	ANDERSON	:30	\$450.00	10/04-10/04	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 More than 2 codes changed								

Rep Order# 9803220 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

3 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	M	10A-11A	ANDERSON	:30	\$450.00	10/08-10/08	1 P2	1	1	\$450.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*16	F	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	\$2,000.00	10/05-10/05	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 More than 2 codes changed								
	*17	TH	12P-1230P	LOCAL12 NWS-NN	:30	\$1,600.00	10/04-10/04	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 More than 2 codes changed								
	*18	M	12P-1230P	LOCAL12 NWS-NN	:30	\$1,600.00	10/08-10/08	1 P1	1	1	\$1,600.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*19	F	1230P-130P	YOUNG&RESTLESS	:30	\$900.00	10/05-10/05	1 P2	1	1	\$900.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*20	M	130P-2P	BOLD&BEAUTIFUL	:30	\$800.00	10/08-10/08	1 P2	1	1	\$800.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*21	TU	2P-3P	TALK-CBS	:30	\$650.00	10/02-10/02	1 P2	1	1	\$650.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*22	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$650.00	10/03-10/03	1 P2	1	1	\$650.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

Rep Order# 9803220 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*23	M	4P-430P	LOCAL12 NEWS-4	:30	\$1,500.00	10/08-10/08	0	0	0	\$0.00	
			Sales Remark:	V3 1X CX								
				V3 More than 2 codes changed								
	*24	TH	5P-530P	LOCAL12 NEWS-5	:30	\$1,600.00	10/04-10/04	1 P2	1	1	\$1,600.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*25	M	530P-6P	LOCAL12 NW-530	:30	\$1,800.00	10/08-10/08	1 P1	1	1	\$1,800.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*26	F	6P-630P	LOCAL12 NEWS-6	:30	\$2,000.00	10/05-10/05	1 P2	1	1	\$2,000.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*27	W	7P-730P	INSIDE EDITION<	:30	\$1,400.00	10/03-10/03	1 P2	1	1	\$1,400.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*28	TH	730P-8P	ENT TONIGHT 30<	:30	\$1,400.00	10/04-10/04	1 P3	1	1	\$1,400.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*29	M	1135P-1235A	D LETTRMAN-CBS<	:30	\$850.00	10/08-10/08	1 P2	1	1	\$850.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*30	F	1235A-135A	LT-FERGUSN-CBS<	:30	\$350.00	10/05-10/05	1 P2	1	1	\$350.00	
			Sales Remark:	V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

3132

Rep Order# 9803220 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*33	SA	7A-730A	LOCAL12NW-SA 7	:30	\$700.00	10/06-10/06	1 P1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*34	SA	730A-8A	LOCAL12NW-SA 7	:30	\$700.00	10/06-10/06	1	1	1	\$700.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*35	SA	105A-205A	CLOSER<	:30	\$325.00	10/06-10/06	1 P1	1	1	\$325.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*36	SU	11A-1130A	NEWSMAKERS	:30	\$800.00	10/07-10/07	1 P2	1	1	\$800.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*37	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,000.00	10/07-10/07	1 P2	1	1	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 30 / \$27,500.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$28,000.00
Sales Totals: 32 / \$28,000.00
Station Totals: 32 / \$28,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$100,000	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPC	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Rep Order# 9803220 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 09/04/2012 2:06 PM
Last Received: 09/04/2012 12:47 PM
Showing Buylines: All Rep & Sta Revised Lines

6 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9803220 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:28 PM
Showing Buylines: All Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-530A	GD MRN CINN@5	:30	\$550.00	10/02-10/02	1	1	1	\$550.00	
	2	M	5A-530A	GD MRN CINN@5	:30	\$550.00	10/08-10/08	1	1	1	\$550.00	
	3	TH	530A-6A	GD MRN CIN@530	:30	\$750.00	10/04-10/04	1	1	1	\$750.00	
	4	W	6A-630A	GD MRN CINN@6	:30	\$850.00	10/03-10/03	1	1	1	\$850.00	
	5	F	6A-630A	GD MRN CINN@6	:30	\$850.00	10/05-10/05	1	1	1	\$850.00	
	6	TU	630A-7A	GD MRN CINN@6	:30	\$850.00	10/02-10/02	1	1	1	\$850.00	
	7	M	630A-7A	GD MRN CINN@6	:30	\$850.00	10/08-10/08	1	1	1	\$850.00	
	8	W	7A-730A	CBS THS MRNG-1	:30	\$550.00	10/03-10/03	1	1	1	\$550.00	
	9	F	7A-730A	CBS THS MRNG-1	:30	\$550.00	10/05-10/05	1	1	1	\$550.00	
	10	TU	730A-8A	CBS THS MRNG-2	:30	\$550.00	10/02-10/02	1	1	1	\$550.00	
	11	TH	730A-8A	CBS THS MRNG-2	:30	\$550.00	10/04-10/04	1	1	1	\$550.00	

Rep Order# 9803220 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:28 PM
Showing Buylines: All Lines

2 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	12	TU	830A-9A	CBS THS MRNG-2	:30	\$550.00	10/02-10/02	1	1	1	\$550.00	
	13	W	9A-10A	DOCTORS	:30	\$375.00	10/03-10/03	1	1	1	\$375.00	
	14	TH	10A-11A	ANDERSON	:30	\$375.00	10/04-10/04	1	1	1	\$375.00	
	15	M	10A-11A	ANDERSON	:30	\$375.00	10/08-10/08	1	1	1	\$375.00	
	16	F	11A-12P	PRICE-RT 1-CBS/PRICE-RT 2-CBS	:30	\$1,600.00	10/05-10/05	1	1	1	\$1,600.00	
	17	TH	12P-1230P	LOCAL12 NWS-NN	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
	18	M	12P-1230P	LOCAL12 NWS-NN	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	19	F	1230P-130P	YOUNG&RESTLESS	:30	\$800.00	10/05-10/05	1	1	1	\$800.00	
	20	M	130P-2P	BOLD&BEAUTIFUL	:30	\$650.00	10/08-10/08	1	1	1	\$650.00	
	21	TU	2P-3P	TALK-CBS	:30	\$550.00	10/02-10/02	1	1	1	\$550.00	
	22	W	3P-4P	LETS-DEAL1-CBS/LETS-DEAL2-CBS	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	23	M	4P-430P	LOCAL12 NEWS-4	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	24	TH	5P-530P	LOCAL12 NEWS-5	:30	\$1,300.00	10/04-10/04	1	1	1	\$1,300.00	
	25	M	530P-6P	LOCAL12 NW-530	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	26	F	6P-630P	LOCAL12 NEWS-6	:30	\$1,700.00	10/05-10/05	1	1	1	\$1,700.00	
	27	W	7P-730P	INSIDE EDITION<	:30	\$1,100.00	10/03-10/03	1	1	1	\$1,100.00	

Rep Order# 9803220 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:28 PM
Showing Buylines: All Lines

3 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TH	730P-8P	ENT TONIGHT 30<	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
	29	M	1135P-1235A	D LETTRMAN-CBS<	:30	\$750.00	10/08-10/08	1	1	1	\$750.00	
	30	F	1235A-135A	LT-FERGUSN-CBS<	:30	\$275.00	10/05-10/05	1	1	1	\$275.00	
	31	W	430A-5A	GD MRN CIN@430	:30	\$250.00	10/03-10/03	1 P1	1	1	\$250.00	
	32	M	430A-5A	GD MRN CIN@430	:30	\$250.00	10/08-10/08	1 P1	1	1	\$250.00	
	33	SA	7A-730A	LOCAL12NW-SA /	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	34	SA	730A-8A	LOCAL12NW-SA 7	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	35	SA	105A-205A	CLOSER<	:30	\$250.00	10/06-10/06	1	1	1	\$250.00	
	36	SU	11A-1130A	NEWSMAKERS	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	
	37	SU	630P-7P	LOCAL12-630 SJ	:30	\$950.00	10/07-10/07	1	1	1	\$950.00	

---REPORT TOTALS---

Report Totals: 37 / \$28,000.00

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$28,000.00

Sales Totals: 37 / \$28,000.00

Station Totals: 37 / \$28,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9803220 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM
Last Received: 08/23/2012 5:28 PM
Showing Buylines: All Lines

4 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product PRIORITIES USA ACTIO
Estimate# 1563
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA
1322 G ST SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE---

Market Totals \$100,000

CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null
Demos RA35+

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54476												
Line: 1												
10/02/12	Tuesday		:30	\$725.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$725.00							1	
Line: 2												
10/04/12	Thursday		:30	\$850.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$850.00							1	
Line: 3												
10/03/12	Wednesday		:30	\$1,000.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$1,000.00							1	
Line: 4												
10/05/12	Friday		:30	\$1,000.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$1,000.00							1	
Line: 5												
10/02/12	Tuesday		:30	\$1,000.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$1,000.00							1	
Line: 6												
10/08/12	Monday		:30	\$1,000.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$1,000.00							1	
Line: 7												
10/03/12	Wednesday		:30	\$700.00		CBS This Morning (7:00:00 AM-7:30:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$700.00							1	
Line: 8												
10/05/12	Friday		:30	\$700.00		CBS This Morning (7:00:00 AM-7:30:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$700.00							1	
Line: 9												
10/02/12	Tuesday		:30	\$700.00		CBS This Morning (7:30:00 AM-8:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$700.00							1	
Line: 10												
10/04/12	Thursday		:30	\$700.00		CBS This Morning (7:30:00 AM-8:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$700.00							1	
Line: 11												
10/02/12	Tuesday		:30	\$700.00		CBS This Morning (8:30:00 AM-9:00:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$700.00							1	
Line: 12												
10/03/12	Wednesday		:30	\$450.00		M-F 9a-10a 9:00 AM-10:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-
				\$450.00							1	
Line: 13												
10/08/12	Monday		:30	\$450.00		M-F 10a-11a 10:00 AM-11:00 AM	PRIORITIES USA ACTIO 1563	P-2			1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
------	---------	----------	--------	------	-------	--------------------	-------------	---------------------------	------------	----------	--------	----

Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 54476

Line: 13

				\$450.00							1	
--	--	--	--	----------	--	--	--	--	--	--	---	--

Line: 14

10/08/12	Monday		:30	\$1,600.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTION 1563		P-1	1	MWASH
				\$1,600.00							1	

Line: 15

10/05/12	Friday		:30	\$900.00		Young & the Restless	12:30 PM-1:30 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$900.00							1	

Line: 16

10/08/12	Monday		:30	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$800.00							1	

Line: 17

10/02/12	Tuesday		:30	\$650.00		The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$650.00							1	

Line: 18

10/03/12	Wednesday		:30	\$650.00		Let's Make a Deal	3:00 PM-4:00 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$650.00							1	

Line: 19

10/04/12	Thursday		:30	\$1,600.00		5p Local 12 News at Five	5:00:00 PM-5:30:00 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$1,600.00							1	

Line: 20

10/08/12	Monday		:30	\$1,800.00		5p Local 12 News at Five	5:30:00 PM-6:00:00 PM	PRIORITIES USA ACTION 1563		P-1	1	MWASH
				\$1,800.00							1	

Line: 21

10/05/12	Friday		:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$2,000.00							1	

Line: 22

10/03/12	Wednesday		:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$1,400.00							1	

Line: 23

10/04/12	Thursday		:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	PRIORITIES USA ACTION 1563		P-3	1	MWASH
				\$1,400.00							1	

Line: 24

10/08/12	Monday		:30	\$850.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$850.00							1	

Line: 25

10/05/12	Friday		:30	\$350.00		Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTION 1563		P-2	1	MWASH
				\$350.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54476												
Line: 26												
10/03/12	Wednesday		:30	\$250.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1563		P-1	1	MWASH
				\$250.00							1	
Line: 27												
10/08/12	Monday		:30	\$250.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1563		P-1	1	MWASH
				\$250.00							1	
Line: 28												
10/06/12	Saturday		:30	\$700.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO 1563		P-1	1	MWASH
				\$700.00							1	
Line: 29												
10/06/12	Saturday		:30	\$700.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	PRIORITIES USA ACTIO 1563		P-1	1	MWASH
				\$700.00							1	
Line: 30												
10/06/12	Saturday		:30	\$325.00		Sat 105a-205a	1:05 XM-2:05 XM	PRIORITIES USA ACTIO 1563		P-1	1	MWASH
				\$325.00							1	
Line: 31												
10/07/12	Sunday		:30	\$800.00		Newsmakers	11:00 AM-11:30 AM	PRIORITIES USA ACTIO 1563		P-2	1	MWASH
				\$800.00							1	
Line: 32												
10/07/12	Sunday		:30	\$1,000.00		630p Local 12 News Su	6:30 PM-7:00 PM	PRIORITIES USA ACTIO 1563		P-2	1	MWASH
				\$1,000.00							1	
				\$28,000.00							32	
				\$28,000.00							32	
				\$28,000.00							32	
				\$28,000.00							32	
				\$28,000.00							32	
				\$28,000.00							32	

[Filtered by:] [Sorted by: Station]